SUBJECT AND AUTHOR INDEX

Volume 4, Numbers 1-4

1990

The Journal of Services Marketing
108 Loma Media Road
Santa Barbara, California 93103

Author's Index

Article Authors	*Number*
Stephen H. Baum	26
Mary H. Beaven	18
Bill Bleuel	8
Robert. W. Boozer	2
Michael R. Bowers	40
Lew G. Brown	9
Scot Burton	14
Hugh M. Cannon	28
Craig Cina	38
Gary L. Clark	20
F.G. Crane	1
Mark M. Davis	5
William Giles	25
Cathy Goodwin	15
James Grant	2
Alan Greco	23
Paula J. Haynes	12
Jack T. Hogue	16
Rajshekhar G. Javalgi	13
Peter F. Kaminski	20
Arthur R. Klein	3
Martin G. Letscher	17
Richard C. Leventhal	10
Alan Luker	31
Charles L. Martin	31
Gordon H.G. McDougall	6
Malcolm H.B. McDonald	24
Fred. W. Morgan	28
Nigel Piercy	25
Jerry Plymire	30
Thomas S.R. Rao	13
Dennis J. Scotti	18
Kelly L. Smith	15
Douglas W. Snetsinger	6
Eric Spangenberg	4
Edward G. Thomas	13
L.W. Turley	41
Eugene Del Vecchio	21

Subject Index

Article Number — *Authors*

ADVERTISING AND PROMOTION

1. The Case For Corporate ..... F.G. Crane
   Advertising In The Financial Services Industry: A Case Study Illustration
   Volume 4, Number 2, pps. 31-38

2. Using Metaphor To Create ..... Robert. W. Boozer
   More Effective Sales Messages ..... David C. Wyld
   Volume 4, Number 3, pps. 63-72 ..... James Grant

3. Organizational Barriers ..... Arthur R. Klein
   To Creativity...And How To Knock Them Down Volume 4, Number 4, pps 69-70

CHANNELS OF DISTRIBUTION

4. Effects Of Store Music ..... Richard Yalch
   On Shopping Behavior ..... Eric Spangenberg
   Volume 3, Number 3, pps. 55-68

5. A Framework For Relating ..... Mark M. Davis
   Waiting Time And Customer Satisfaction ..... Thomas E. Vollmann
   Volume 4, Number 1, pps. 61-70

COMPETITION

6. The Intangibility Of ..... Gordon H.G. McDougall
   Services: Measurement And Competitive Perspectives ..... Douglas W. Snetsinger
   Volume 4, Number 4, pps. 27-40

CONSUMER BEHAVIOR

7. Effects Of Store Music ..... Richard Yalch
   On Shopping Behavior ..... Eric Spangenberg
   Volume 3, Number 3, pps. 55-68

8. Customer Dissatisfaction ..... Bill Bleuel
   And The Zone Of Uncertainty
   Volume 4, Number 1, pps. 49-52

9. Convenience In Service Marketing ..... Lew G. Brown
   Volume 4, Number 1, pps. 53-60

10. The Aging Consumer: ..... Richard C. Leventhal
    What's All The Fuss About Anyway
    Volume 4, Number 3, pps. 39-44

11. Consumer Evaluations ..... Cathy Goodwin
    Of Responses To Complaints: What's Fair And Why
    Volume 4, Number 3, pps. 53-62

12. Hating To Wait: Managing ..... Paula J. Haynes
    The Final Service Encounter
    Volume 4, Number 4, ps. 20-26

13. Affluent and Nonaffluent ..... Edward G. Thomas
    Consumers' Needs: Attitudes, And ..... Thomas S.R. Rao
    Information-Seeking Behavior In The Financial Services Marketplace ..... Rajshekhar G. Javalgi
    Volume 4, Number 4, pps. 41-54

14. The Framing Of Purchase ..... Scot Burton
For Services Volume 4, Number 4, pps. 55-68

MARKETING MANAGEMENT

15. Courtesy And Friendliness: ..... Cathy Goodwin
Conflicting Goals For Service Providers ..... Kelly L. Smith
Volume 4, Number 1, pps. 5-20

16. Developing Marketing ..... Jack T. Hogue
Decision Support Systems ..... Alan Greco
Development For Service Companies
Volume 4, Number 1, pps. 21-30

17. Fad Or Trend? How ..... Martin G. Letscher
To Distinguish Them And Capitalize on Them
Volume 4, Number 3, pps. 21-26

18. Service-Oriented Thinking ..... Mary H. Beaven
And Its Implications For The Marketing Mix ..... Dennis J. Scotti
Volume 4, Number 4, pps. 5-19

19. Organizational Barriers ..... Arthur R. Klein
To Creativity...And How To Knock Them Down
Volume 4, Number 4, pps 69-70

MARKET RESEARCH

20. How to Get More For ..... Gary L. Clark
Your Money In Mail Survery ..... Peter F, Kaminski
Volume 4, Number 1, pps. 45-48

21. Market Research As A ..... Eugene Del Vecchio
Continuous Process
Volume 4, Number 3, pps. 13-20

NEW PRODUCTS

22. Fad Or Trend? How ..... Martin G. Letscher
To Distinguish Them And Capitalize on Them
Volume 4, Number 3, pps. 21-26

PLANNING

23. Developing Marketing ..... Jack T. Hogue
Decision Support Systems ..... Alan Greco
Development For Service Companies
Volume 4, Number 1, pps. 21-30

24. Ten Barriers To Marketing Planning ..... Malcolm H.B. McDonald
Volume 4, Number 2, pps. 5-18

25. The Logic Of Being ..... Nigel Piercy
Illogical In Strategic Marketing Planning ..... William Giles
Volume 4, Number 3, pps. 27-38

26. Making Your Service ..... Stephen H. Baum
Blueprint Payoff
Volume 4, Number 3, pps. 45-52

27. The Intangibility Of ..... Gordon H.G. McDougall
Services: Measurement And ..... Douglas W. Snetsinger
Competitive Perspectives
Volume 4, Number 4, pps. 27-40

PRICING

28. A Strategic Pricing ..... Hugh M. Cannon
Framework ..... Fred. W. Morgan
Volume 4, Number2, pps. 19-30

POLICY

29. Courtesy And Friendliness: ..... Cathy Goodwin
Conflicting Goals For Service Providers ..... Kelly L. Smith
Volume 4, Number 1, pps. 5-20

30. How to Stop Firing ..... Jerry Plymire
Your Customers
Volume 4, Number 2, pps. 49-54

SALES MANAGEMENT AND SELLING

31. Trading Places: ..... Michael R. Bowers
Employees As Customers, ... Charles L. Martin
Customers As Employees ..... Alan Luker
Volume 4, Number 2, pps. 55-70

32. Hating To Wait: Managing ..... Paula J. Haynes
The Final Service Encounter
Volume 4, Number 4, pps. 20-26

SEGMENTED MARKETING

33. The Aging Consumer: ..... Richard C. Leventhal
What's All The Fuss About Anyway
Volume 4, Number 3, pps. 39-44

34. Affluent and Nonaffluent ..... Edward G. Thomas
Consumers' Needs: Attitudes, And ..... Thomas S.R. Rao
Information-Seeking Behavior ..... Rajshekhar G. Javalgi
In The Financial Services Marketplace
Volume 4, Number 4, pps. 41-54

SERVICE MARKETING

35. Customer Dissatisfaction ..... Bill Bleuel
And The Zone Of Uncertainty
Volume 4, Number 1, pps. 49-52

36. Convenience In Service Marketing ..... Lew G. Brown
Volume 4, Number 1, pps. 53-60

37. A Framework For Relating ..... Mark M. Davis
Waiting Time And Customer Satisfaction ..... Thomas E. Vollmann
Volume 4, Number 1, pps. 61-70

38. Five Steps To Service Excellence ..... Craig Cina
Volume 4, Number 2, pps. 39-48

39. How to Stop Firing ..... Jerry Plymire
Your Customers
Volume 4, Number 2, pps. 49-54

40. Trading Places: ..... Michael R. Bowers
Employees As Customers, ... Charles L. Martin
Customers As Employees ..... Alan Luker
Volume 4, Number 2, pps. 55-70

41. Strategies For Reducing ..... L.W. Turley
Perceptions Of Quality Risk In Services
Volume 4, Number 3, pps. 5-12

42. Making Your Service ..... Stephen H. Baum
Blueprint Payoff
Volume 4, Number 3, pps. 45-52

43. Consumer Evaluations ..... Cathy Goodwin
Of Responses To Complaints: What's Fair And Why
Volume 4, Number 3, pps. 53-62

44. Service-Oriented Thinking ..... Mary H. Beaven
And Its Implications For The Marketing Mix ..... Dennis J. Scotti
Volume 4, Number 4, pps. 5-19

45. Hating To Wait: Managing ..... Paula J. Haynes
The Final Service Encounter
Volume 4, Number 4, ps. 20-26

STRATEGY

46. Courtesy And Friendliness: ..... Cathy Goodwin
Conflicting Goals For Service Providers ..... Kelly L. Smith
Volume 4, Number 1, pps. 5-20

47. Ten Barriers To ..... Malcolm H.B. McDonald
Marketing Planning
Volume 4, Number 2, pps. 5-18

48. A Strategic Pricing ..... Hugh M. Cannon
Framework ..... Fred. W. Morgan
Volume 4, Number2, pps. 19-30

49. Five Steps To Service Excellence ..... Craig Cina
Volume 4, Number 2, pps. 39-48

50. Strategies For Reducing ..... L.W. Turley
Perceptions Of Quality Risk In Services
Volume 4, Number 3, pps. 5-12

51. The Logic Of Being ..... Nigel Piercy
Illogical In Strategic ..... William Giles
Marketing Planning
Volume 4, Number 3, pps. 27-38

SOFTWARE REVIEWS

Volume 4, Number 2
Perfect Complement ..... James Duprey
The Norton Utilities ..... Max Lupul
Symantec Q&A ..... Raj Arora

Volume 4, Number 3
Right Writer ..... Richard C. Leventhal
Norton Commander ..... Gopala K. Ganesh

Volume 4, Number 4
Business Plan Expert ..... Max Lupul
GoScript Plus ..... James R. Duprey
Check ✓It ..... Dennis A. Pitta